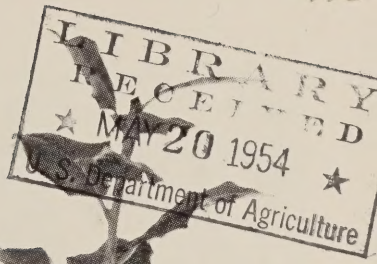


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The Elizabeth C. White Story

Internationally known as the Pioneer Blueberry Grower, Elizabeth C. White of Whitesbog, N. J. is noted for her original work in selecting and improving the cultivated Blueberry. Over two decades ago, Miss White made possible the giant commercial Blueberry Industry with her large, heavy producing berries. She found and propagated superior varieties which have been sought by blueberry growers all over the world.

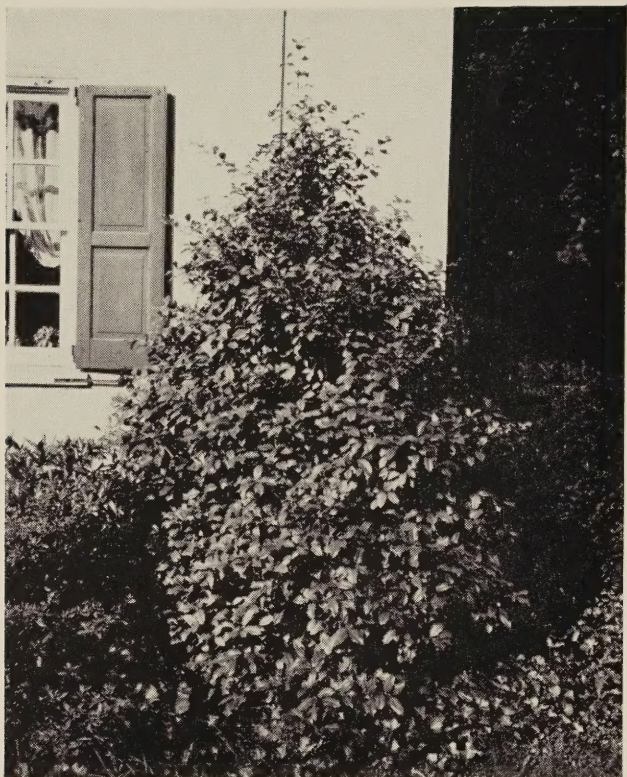
In recent years she has turned her experienced eye to the selection of the best native holly, *Ilex opaca*. Legions of American Holly clones have been tested at Whitesbog for many years. From these, Miss White has chosen the very best for beauty of form and foliage . . . for reliable fruitfulness . . . for hardness . . . for best colored berries.

Now you can have, at modest cost, the choicest of American Hollies, proven by time, chosen personally by Miss White, a holly expert.

HOLLY HAVEN, INC.

Elizabeth C. White, Pres.

Whitesbog 5, N. J.



*Holly grows easily and fast . . .
an evergreen of lasting beauty*

When an eight inch Holly is planted correctly, outdoors, in favorable soil, it will make six to nine inches of annual growth the first two or three years. Later it may grow a soaring whip two or three feet high in a single summer. Don't disturb this, but if more than one such whip should start remove all but the strongest one. After one or two years of such rapid growth the strength of the plant will be divided among more and more branch tips and increase in height will be more moderate. Our babies will become specimens of beauty and size quicker than you expect.

Hollies are male and female. Only the females produce berries. One male will pollinate at least ten females.

Our Hollies are grown from cuttings. Each plant from a cutting has exactly the same qualities as the beautiful tree from which it came. If grown from seed it would be years before you could tell its sex.

Sex may be determined easily by the blossoms. The females have a single flower, rarely two or three on a stem. Each flower has a tiny green berry in its center

with four tiny stamens surrounding it. There is no powdery pollen on these.

The male flowers grow in larger clusters to a stem, up to nine or more. The four tiny stamens are crowned with powdery pollen.

If you have a Holly which blooms but does not bear berries, examine the flowers to determine the sex. If a female and it does not bear berries it may be a shy producer or there may be no male plant in the vicinity to supply pollen for the bees.

American Holly, *Ilex opaca*, will not pollinate English Holly, *Ilex aquifolium*, nor the black berried varieties. American Holly blooms on new wood and the English on old wood.

The American Holly is the most reliable hardy species of the red berried, prickly leaved, evergreen hollies. Ours are especially selected from northern trees and are being grown successfully as far North as Buffalo, N. Y.

AS HOUSE PLANTS . . . Small Hollies will do well in the house for some months if not over heated or permitted to become too dry. Choose a cool spot with little or no sun.

LOCATION . . . Holly is outstanding in its beauty in cold weather when most plants have dropped their leaves. This suggests placing them where they can be seen from a window and will enhance the winter view.

Hollies make hedges of great beauty affording privacy and protection from noise. For formal hedges set the plants four to five feet apart, cut the leaders at least once a year and cut the side branches back to control the shape. For untrimmed hedges set the plants eight to twelve feet apart.

As specimen plants Hollies are superb at entrances and many other places. Don't use them in foundation plantings where they may cover a window.

AS A PROFITABLE CROP . . . Great opportunity exists even on small properties to plant choice Hollies from which to cut branches for sale at Christmas. For access to all sides of the tree they should be at least twenty feet apart. It will be nine or ten years before you will want to cut a tree much for indoor decoration.

SUN OR SHADE . . . Uncounted millions of wild Holly trees grow in the shade of oak and other deciduous forest trees from Massachusetts to Florida and West. Here the decaying leaves, moisture, summer shade and spring sun are favorable for the germination of the seed and the survival of the baby plants. The finest specimens, however, are always found where they

have full sun. Your baby plants will flourish in full sun if they have plenty of organic matter, water and drainage. Beautiful trees will develop in light shade but they will not be so husky.

SOIL . . . Holly is tolerant as to soil but does best with an acid reaction and abundant humus. Half decomposed oak leaves furnish the best of conditioners but commercial peat moss does admirably if reinforced with a fertilizer especially prepared for broad leaved evergreens.

HOW TO PLANT . . . Allow for small plants to become big ones. Dig the hole at least three feet broad and as deep. Mix three quarters of the best of the soil with organic matter equal to one-fourth of the soil. Return mixture to hole and tread firmly. Fill hole with water and allow it to soak in. Plant the holly at the same level at which it has been growing. Pack soil and settle with water. Mulch surface.

MULCH . . . During the first few years a liberal mulch will keep the roots cooler in summer and warmer in winter and furnish food as it decays. As the trees become older the dropped leaves furnish mulch.

FERTILIZER . . . A complete fertilizer sprinkled about the tree, as far out as the branches extend, will speed its growth. This is best applied in late fall or very early spring. Feeding after June first may cause late, tender growth which may be winter killed.

PRUNING . . . A Holly needs no pruning, but will thrive with very heavy pruning. Branches may be cut liberally for Christmas decoration; but take care to keep the tree shapely. If the tree is accidentally broken it may be restored to symmetry by heavy cutting of the remaining branches, even to more than three fourths.

Male Holly for Pollinating (*Ilex opaca*)

All are good pollinators, differing largely in shape of their leaves.

SLIM JIM . . .

with longer, narrower leaves than the usual type.

ISAIAH . . .

with flat foliage, more glossy than usual.

> **HARRY . . .**

a very spiny leaved variation.

DICK . . .

typical foliage but smaller leaf than usual type.

ILEX OPACA

Red berry producing females



BETSY . . . was chosen from a whole acre of seedlings. It is a strong grower and a heavy bearer of bright berries. The foliage is darker than some other kinds.

CLARK . . . one of the best all-around hollies, superior for hedges because it tends to be a big bush rather than a tree. Clark is a good producer of bright red berries.



FARAGE . . . this variety is a fast, strong grower with probably the darkest leaves of the opaca family. The berry is quite round and a very good red.

GRISCOM . . . the Griscom holly is a famous tree, probably the largest in New Jersey. It is a choice variety because of its small leaves and abundant fruiting.



MANIG . . . Saxon for many, from its habit of often producing 3 berries on a stem. It is a fast grower and a heavy bearer of bright red berries.

OSA . . . has a flattish leaf, is uniform and compact in growth. The oval berries turn light yellow, then orange, then red. It is a good producer.



SALLY . . . originally chosen by Dr. Britton (formerly Director N. Y. Botanical Gardens). It grew for many years in N.E. and has the glossiest berries of any at Holly Haven.

ST. MARY . . . is a more columnar type growing very straight and upright. Leaf is smaller than type. This variety often preferred for entrance accents.



ILEX CORNUTA BURFORDI (Chinese Holly) . . . a very reliable producer of large red berries. Leaves are a deep glossy green. Many claim it is hardy but we honestly believe it is not quite so hardy as opaca. It is a very striking specimen in wide favor.

Black Berried Evergreen Holly



I. GLABRA



I. CRENATA



I. C. CONVEXA

These species of Holly are grown for their evergreen foliage rather than the inconspicuous berries.

ILEX CRENATA . . . a lovely dark green shrub with shiny small evergreen leaves. It normally grows 8 to 12 feet tall. Widely used for its year around beauty at entrances, in foundation plantings and general landscaping. Many prefer it to boxwood as a hedge since it is not subject to box leaf miner and other boxwood troubles. It is more hardy than box and will withstand adverse weather conditions better.

ILEX CRENATA CONVEXA . . . is one of the loveliest shiny leaved evergreens for foundation plantings. Usually it grows 3 to 4 feet high and equally as broad. The leaf is much smaller than the above with an unusual convex surface.

ILEX GLABRA . . . is commonly called inkberry, similar to Crenata above except more shrubby (many branches from the ground) and normally growing to about 5 or 6 feet in height. Leaf is larger than Crenata and the plant usually less dense.

See prices on order form enclosed

TERMS . . . cash with order.

GUARANTEE . . . Our guarantee is the Golden Rule of honest people. We guarantee them true to name and to arrive in good condition. Notify us immediately if shipment arrives damaged.

